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## The Effect of Facility Aesthetics on Guest Satisfaction: The Case of Three Star Hotel in Kelantan

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### Abstract

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The aim of this paper is to explore the effect of facility aesthetics on hotel guest satisfaction. Facility aesthetics is one of the features in the servicescape physical environment. It plays an essential role in many facilities such as restaurants and hotels, which provides the first impression before customers have a chance to interact with service employees. The effect of atmospherics, or physical design and décor elements, is crucial in facility aesthetics that articulate guest beliefs, attitudes, and expectations of a service provider that increases customer

satisfaction. There is a study on servicescapes conducted related to the physical environment, but currently, no study is conducted on the effect of elements in facility aesthetics towards guests satisfaction, which focuses on the hotel located in Kota Bharu, Kelantan, Malaysia. This preliminary study involved 384 hotel three-star guests in Kota Bharu, which employed a questionnaire survey as the primary data collection method. This study's target respondents will be the customers who have visited any of the hotels in Kota Bharu, Kelantan were chosen for data collection. With 384 respondents, the data was analyzed by the process of multivariate analysis. The results of the study provide evidence that there is a linkage between facility aesthetics and guest satisfaction. Through these findings, it can be deduced servicescape through facility aesthetics dimensions influence guest satisfaction.

## Keywords

**Customer satisfaction**      **Facility aesthetics**

**Servicescape**

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